

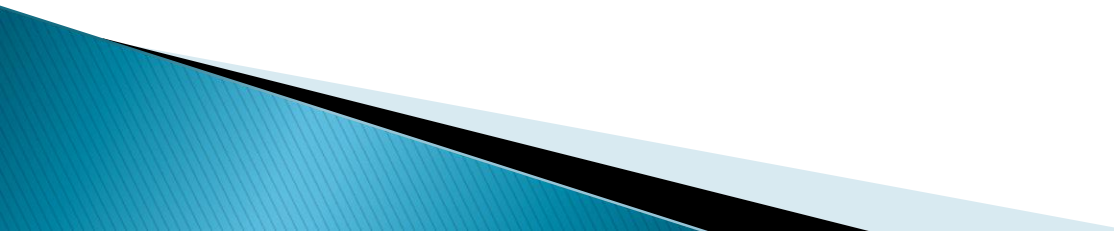
Writing an Introduction and Conclusion



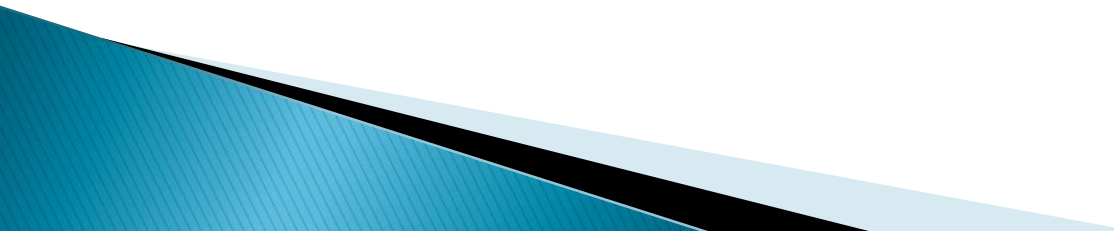
Introduction

- ▶ Hook: use a quote, anecdote, personalization, interesting or startling fact, question, or visualization to grab your reader's attention.

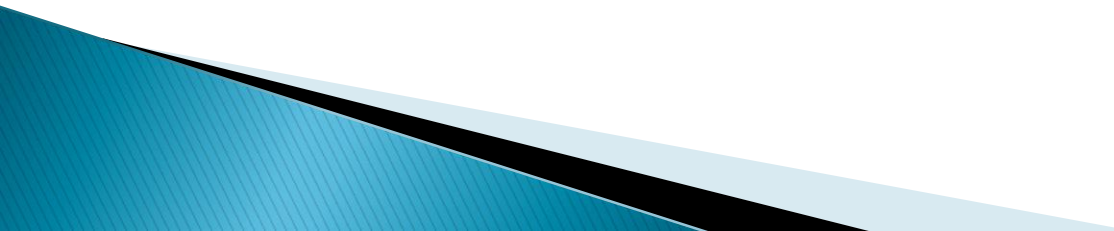
Example:

- ▶ Did you know...? Have you ever...?
 - ▶ Imagine/picture yourself...
 - ▶ Look at the person on your left...
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Thesis Statement

- ▶ End your introduction with your thesis statement. Be specific so your reader knows what the following 3 ideas will be about.
 - ▶ Fill in between the hook and thesis statement with facts and information about the topic or hook that engages your audience/reader.
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Conclusion

- ▶ Finish strong
 - ▶ Leave your reader with a lasting impression.
 - ▶ Answer the question “So what?”
 - ▶ How can the reader apply this to his/her life?
 - ▶ Re-state your thesis statement in a new way.
 - ▶ Synthesize, don’t summarize. Remember, your audience has listened for 3 minutes, finish with a lasting idea that drives home your point.
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Intro/Conclusion

- ▶ Hook
- ▶ Thesis statement
- ▶ What's coming?
- ▶ Is the audience interested?
- ▶ Finish strong
- ▶ Thesis statement
- ▶ So what?
- ▶ What does this mean to me?